



A veteran in traditional offset printing for more than three decades, Bayfield Printing took the plunge into the digital domain and has not looked back since. This Australian company now says that “virtually anything we can print on it, we will”. Today, Bayfield’s digital work include business cards, books, brochures, limited edition labels, small posters and virtually everything else.

TACKLING THE DIGITAL MARKET HEAD ON

Bayfield Printing has been a traditional offset printer for more than three decades. They produce work for a wide variety of clients from government departments, advertising agencies, corporations and individual customers.

Last year, as part of its transition into digital print, the company moved into new its premises. “Digital print customers expect a certain environment and our old premises just wasn’t up to scratch,” says Tom Hayward. “Moving to Brendale helps us project the right image and tackle the digital market head on. With digital you have to look good as well as produce quality print.”

QUALITY-A DECISIVE FACTOR

Tom watched the digital print market with interest, waiting for the moment when digital technology was capable of delivering on the quality his customers expect. “I wanted to make sure we could achieve quality comparable to what we can produce on our offset presses. Over the years I’ve investigated a number of digital presses and visited exhibitions here and overseas. The HP Indigo press 5500 is the digital press I have been looking for.”

Bayfield Printing moved to take its share of the digital printing market, replacing one of its offset presses with the HP Indigo

DELIVERING ON THE PROMISE

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Tom Hayward, Owner, Bayfield Printing

press 5500. Since its installation, the company has grown its digital work, and today, production is “split down the middle between offset and digital,” says Tom.

Bayfield’s digital work includes business cards, books, brochures, limited edition labels, small posters, “virtually anything we can print on it, we will,” remarks Tom. The average run is around 1000, “but we often print much smaller quantities. Most of what we produce is on art papers or specialty stock which appears to be the trend with shorter runs.”

Turnaround speed is the key benefit of going digital. “We can take on shorter run work now and turn it around incredibly fast—at least three times faster than offset—with less waste, consumables and energy. And we can take on work that we would have had to pass on because it wouldn’t have been economical to produce on our offset presses.”

The appeal of the HP Indigo press 5500, explains Tom, is multifaceted. “Speed, versatility, the ability to match PMS colours, these are just some of the benefits. Plus the prints are virtually identical to offset and the colour sharper, which gives us a selling advantage over other digital press operators in the market. Quality is our game, and the HP Indigo press 5500 enables us to deliver on that promise.”

Operators at Bayfield love the technology. “Our senior offset printer, Duncan Mason, working in conjunction with our senior pre-press operator, Greete Hands, took over the operation of the digital press. It was a very successful pairing, combining their extensive knowledge to produce the very best from our HP Indigo press 5500. I asked Duncan a couple of months later if he wanted to go back to operating the offset press. His answer was a resounding ‘no.’”

THE FUTURE IS DIGITAL

Tom is convinced that digital is the way of the future and has engaged a dedicated sales person to drive digital sales. “We are very serious about developing our digital offer. We are already seeing an increase in new business and we have plans to expand our activities in this market.”

Within the next five years Tom can see Bayfield solely producing digital print. “There is no doubt in my mind that the opportunities for digital print are going to continue to expand. As technology advances and presses become more capable of competitively producing longer runs I can see us moving out of offset altogether.”

“Quality is our game and the HP Indigo press 5500 enables us to deliver on that promise,” says Hayward.

AUSTRALIA



OBJECTIVE

- Transform traditional offset print business to digital
- Reducing delivery time to market
- Reach new markets with short-run printing

APPROACH

- Invest in HP Indigo press 5500

BUSINESS BENEFITS

- Digital prints virtually identical to offset
- Increase in new business
- Less waste, consumables and energy use, translates to operational savings

APPLICATIONS

- Business cards
- Books
- Brochures
- Labels
- Posters



Products installed



HP Indigo press 5500
Number of Units: 1